1996

OCCUPATIONAL OUTLOOK

SANTA BARBARA COUNTY

A Product of:
California Cooperative Occupational Information System

Sponsored by:
The Job Training Network in Alliance with the
Private Industry Council

The California Employment Development Department
Labor Market Division

The California Occupational Information
Coordinating Committee

In Cooperation with:
Lompoc Valley Chamber of Commerce

Santa Barbara County Chamber of Commerce

Santa Maria Valley Chamber of Commerce

ACKNOWLEDGEMENTS

EMPLOYERS

The Job Training Network (JTN) is grateful to the many employers thoughout Santa Barbara County who took the time to respond to the survey, providing the basic information presented in this report and for making this project possible.

EDD AND OTHER LOCAL PARTNERS

The Job Training Network would like to thank the Santa Barbara County, Santa Maria Valley, and Lompoc Valley Chamber of Commerces for supporting this project as local partners. JTN would also like to extend thanks for the valuable assistance provided by the Employment Development Department (EDD) Labor Market Division staff, particularly Marta Adint-Weeks, and by the following local partners: Jim Cassio from the Occupational Research Group, Leslie Brown from the Private Industry Council of San Luis Obispo County, Inc., and John Berkley from the San Diego Consortium & Private Industry Council for the valuable information and support they provided.

TECHNICAL SUPPORT

A special thanks to T. D. Romero for your continued technical support and assistance throughout the project and to Margaret Knisley for troubleshooting hardware problems.

JOB TRAINING NETWORK STAFF

JOB TRAINING NETWORK

The Job Training Network in Alliance with the Private Industry Council is a federally-funded program whose goal is to provide leadership in developing quality employment opportunities for youth and adults of Santa Barbara County while meeting the needs of local employers.

CLIENT SERVICES

- Career Counseling
- Skills Assessment
- Vocational Exploration
- Resume Preparation
- Classroom Training
- On-the-Job Training
- Job Search Workshops
- Placement Assistance
- Learning Labs

EMPLOYER SERVICES

- Recruitment Assistance
- Pre-Screening of Applicants
- Customized Training
- Reimbursement of Training Costs
- Employment Transition Services

WORKFORCE INFORMATION NETWORK

Also available from the Job Training Network is Santa Barbara's answer to hassle-free workforce development; the new Workforce Information Network (WIN) System. Whether you're an employer or a job seeker, through the WIN system you will have the best job search tools at your fingertips. Features include:

- Local and Nationwide Job Openings
- Occupational Information
- Resume Software
- Talent Banks
- Job Search Assistance
- Electronic Filing for Jobs

- Labor Market Information
- Training Information
- Work-related Libraries
- On-line Employer Services
- Internet Access
- Much, much more!

TABLE OF CONTENTS

The labor market information presented in this Occupational Outlook was collected and analyzed through the cooperative efforts of the California State Employment Development Department (EDD) and the Job Training Network (JTN) in Alliance with the Private Industry Council (PIC) of Santa Barbara County as part of the California Cooperative Occupational Information System (CCOIS) program.

CCOIS began as a pilot program in 1987 and as of 1996 encompasses all 58 Counties in the state. The Occupational Outlook report produced under CCOIS offer the only source of local, up-to-date occupational information. In this report 20 occupations are profiled, based on information gathered in 1996 from over 300 employers in Santa Barbara County. For more information regarding occupational selection and program methodology please refer to Appendix A.

The goal in gathering labor market information (LMI) is to match the labor needs of employers with the skills of job seekers and to provide occupational information to firms that want current classification of wage scales and employment trends for economic development purposes. The LMI program helps to accomplish these tasks by providing specific, localized and current information that can be used by local users, including employers, trainers, educators, economic development organizations, and job seekers, to make better training and labor market decisions. Some possible uses are listed below:

Career Decisions: Career counselors and job seekers can use this data to assist them in making informed occupational choices based on skills, abilities interests, education and personal needs. The localized information is easy to read and includes employer requirements and preferences, wages, labor demand, and sources of employment and training.

Economic Development: Local government agencies and economic development organizations will find information on labor market, such as occupational size, expected growth rates, and wages, useful in determining the potential for business growth and development in Santa Barbara County.

Program Planning: This report provides local planners and administrators with employment, training, and placement data, as well as occupational size, wages, and projected growth rates. Program planners can use this data to evaluate, improve and eliminate programs, or to plan new programs.

Curriculum Design: Training providers can assess and update their curriculum based on current employer needs and projected trends, as indicated in this report.

Program Marketing: Training providers can effectively market their programs by informing students, employers, and others that the chances for job placement are greater because their training programs are developed using reliable local occupational data.

Human Resource Management: Small business owners and large corporate human resource directors alike can use this report to help determine competitive wages and benefits, improve their recruitment methods, and assess the availability of qualified workers for business relocation or expansion purposes.

State and Federal Legislative Mandates: The continuing nature of the program enables Santa Barbara County to acquire recent, detailed and accurate data on a number of occupations particularly germane to local needs. The coordination of the program at the State level facilitates the integration of this data for statewide use. In addition, the information provided by the LMI program meets requirements of federal and state legislation, including:

Job Training Partnership Act (JTPA)
Wagner-Peyser Act
Greater Avenues for Independence (GAIN)
Carl D. Perkins Vocational and Applied Technology Education Act
California's Family Economic Security Act (FESA)
Family Support Act
California Education Code (ROC/P and Community Colleges)

For further information, please contact Frances Romero at the Job Training Network (805) 346-7650. For further information on the California Cooperative Occupational Information System (CCOIS), please refer inquires to EDD/LMID, at (916) 262-2292.

Types of Occupational Information Provided

The occupational assessments which follow contain a variety of useful information. Below is a discussion of key terms used in the assessments. The guidelines used for interpreting results are standard for all Service Delivery Areas participating in the CCOIS program, lending consistency to area comparisons.

Occupational Employment Statistics (OES):

Occupational Profiles are ordered alphabetically by their Occupational Employment Statistics (OES) titles. The titles, definitions and coding are based on the California OES Dictionary published by the Bureau of Labor Statistics, May 1992. The occupations were selected for survey based on the needs of local users of occupational information.

Non-OES Occupations:

These occupations are listed by their Non-OES titles, following the OES titles. These titles and definitions are approved by Labor Market Information Division (LMID) for this survey. After being researched and developed by local staff, LMID analysts assign an altered *Dictionary of Occupational Titles (DOT) code to the locally defined occupation. There are over 12,000 DOT job titles and more than 750 equivalent OES defined job titles. Consequently, often several DOT codes are contained within a single OES job title.

Non-OES surveyed occupations also differ from OES occupations in that neither national or state survey information (staffing patterns) are available to estimate the distribution of the occupation by industry. Further, LMID occupational forecasts are not prepared for these frequently smaller sized Non-OES occupations. Consequently the same stringent sample selection procedures and survey response goals cannot be as readily defined as with the broader OES occupation titles. These differences between OES and Non-OES defined occupations require that they be reported separately.

*The Dictionary of Occupational Titles (DOT) uses a more detailed classification system than does the OES system. However, each OES defined occupation can be matched to a number of related DOT defined occupations.

Occupational Demand and Projections:

The Employment Development Department (EDD) Labor Market Information Division (LMID), 1996 Updates Projections and Planning Information for Santa Barbara County, Occupational Employment Projections Table 6

exhibits information relevant to size, projected openings, and employment trends for an OES occupation. The projections are for the period 1993-2000.

The occupational demand and projection information previously discussed is not available for the Non-OES occupations in this report. The information provided in this report for Local Area Network (LAN) Managers in the Trend Rate and Trend categories may be found the in Employment Development Department, Labor Market Information publication entitled "California Occupational Guide, Local Area Network-Related Jobs in the Information Systems Industry" Number 2001A, 1994.

Occupational Size refers to the number of persons employed in an occupation relative to the total non-agricultural employment in Santa Barbara County. Total employment for Santa Barbara County is 143,400. Figures are based on the above referenced Projections and Planning Information report. The following terms are used to characterize occupational size.

Small:	.15 of total employment, 215 or less employed
Medium:	.16-.30 of total employment, between 216 and 430 employed
Large:	.31-.65 of total employment, between 431 and 932 employed
Very Large:	.66 or more of total employment, over 933 employed

Occupational Trend Rate is an overview of decline, stability or growth of job opportunities in relation to overall employment opportunities for the County. The following terms are applied to the occupational growth rates of this county.

*Much faster than average:
1.50 times average or more (An increase of 4.618% or more per year)
*Faster than average:
1.10 - 1.49 times average (An increase ranging from 3.41 to 4.617% per year)
*Average:
.90 - 1.09 times average (An increase ranging from 2.79 to 3.4% per year)
*Slower than average
.89 times average or less (An increase of 2.78% or less per year)
No significant change, or remain stable
Slow decline

*The triangle-shaped icon located near the upper right hand corner of the first page of each report indicates the trend rate for the convenience of the reader.

Supply and Demand

Supply and Demand refers to the relative difficulty the employers surveyed experience in hiring both inexperienced and experienced workers who meet their hiring standards. The information reported is calculated using a weighted average. From the job seekers perspective it also refers to the relative level of opportunity (competitiveness) for the applicant who is or would like to become part of this job market.

The following terms are used to define supply and demand:

Very Difficult: Demand is considerably greater than the supply of qualified applicants. Employers often cannot find qualified applicants when an opening exists.

Somewhat Difficult: Demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

A Little Difficult: Supply is somewhat greater than demand for qualified applicants, and applicants may experience competition in job seeking.

Not Difficult: Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.

Where the Jobs Are

This information was compiled from the Employment Development Department (EDD) Labor Market Information Division (LMID), Santa Barbara County Occupational Forecast Table IV for Occupations with employment of 50 or more for industries in which the occupation comprises a significant share of employment (Confidential Data). This table includes employment by Standard Industrial Code (SIC) to determine principal employing industries for each occupation.

Education, Experience, and Skills

This section presents results on educational levels and training, experience, and skills that the responding employers want in the employees they hire. This section may be used to assist career and job counselors in evaluating the amount of time required for entry level education, training and experience.

References to terms such as "almost all", "most", "many", "some", and "few" are based on the following criteria.

Almost All Employers
More than 75% of the survey respondents
Most Employers
51% up to and including 75% of the survey respondents
Many Employers
35% up to and including 50% of the survey respondents
Some Employers
10% up to but not including 35% of the survey respondents
Few Employers
Less than 10% of the survey respondents

Wage/Benefits

The wage data enable comparison of salary ranges across occupations. Wages are reported in rates per hour. The data are not intended to represent official prevailing wages. The ranges reported are based primarily on the employer surveys and contracts with unions. Extreme wage responses are excluded. Instances in which union and non-union wages differ are noted. Due to the diversity of Santa Barbara County, significant differences in wages between north and south county will be noted (for the purposes of this study, all employers north of Gaviota will comprise north county and all employers south of and including Gaviota will comprise south county). Wage data were collected from July to November 1996. Results, including the range and the median are reported for three occupational levels are defined as follows:

Entry level/No Experience:
Wages paid to persons trained but without paid experience in the occupation.

Experience/New to Firm:
Wages paid to journey-level or experienced persons just starting at the firm.

3+ Yrs. Experience with Firm:
Wages generally paid to persons with three years' journey-level experience at the firm.

Union wage data is not tabulated separately if the number of union employees is less than 20% of the total surveyed employers. However, any significant differences are noted in the narrative below the wage table. When union employment represents 20% or more of the employers surveyed, separate wage ranges and medians are listed.

Hours

For the purposes of this study, full-time hours will be defined as ranging from 35-40 hours weekly. Any exceptions to this will be noted in the narrative below the Wages and Benefits section. The percentage of part-time, temporary or on-call status will also be noted but the specific number of hours worked will not be reported (these will be less than 35 hours weekly).

Benefits

The benefits offered by local employers (in terms of percentage of frequency) to full time workers is presented. Part-time benefits are noted when offered 20% or more of the time. These ratios and figures are tabulated by the overall number of employers responding to the benefits questions from the survey as opposed to the total number of employers sampled. It is important to keep in mind that some employers may require a waiting or probationary period before some or all benefits go into effect. Also, the cost share between employee and employer, as well as the degree of insurance coverage may vary by employer and is not covered in this report.

Skills

This section presents skills desired most often by employers in the employees they hire. The ten skills offered were rated "Not Important", "Important", "Very Important", and "Not Applicable." The skills reported were selected as the four to six most desired by employers who indicated the skill as "Very Important." An exception in reporting very important skills only was made in some cases when an "Important" response was chosen with an equal and/or greater amount of frequency than that of the "Very Important" response. In these cases, the important skill is reported under the "Very Important Skills" heading. This information was developed locally (see Appendix A, Section V).

The job qualifications and work skills information in this section should be interpreted with care. In many cases the skills listed represent relatively general "skill areas," e.g., the "ability to communicate effectively." In such cases the specific skills or skill clusters are not specified, and results should be interpreted by representing the areas of competence employers perceive to be important rather than more detailed "job specific competencies for job entry." However, the user interested in identifying the specific skill and qualification needed for job entry should find these results useful in narrowing the focus of further inquiry.

Software Information

The software information reported is a result of asking employers what software programs were being utilized by employees in the occupation being surveyed. For each occupation five to six software choices were offered with an option to list other programs or none. The top choices are reported as most common software utilized. Software reported as "mentioned" may have been listed by only one employer. This information was developed locally (see Appendix A, Section V).

RECRUITMENT METHODS

All employers surveyed were asked what methods they primarily used when recruiting for the occupation in question. Since almost all employers indicated the primary use of three methods, they will be listed here rather than repeated in each report. The percentage of employers using a particular method were averaged to arrive at the following percentages:

Newspaper	76.6% overall average
Employee referrals	57.4% overall average
In-house promotions	45.1% overall average

NEXT...
OCCUPATIONAL
PROFILES

DECLINING

OES Code: 553380

Bookkeeping, Accounting, and Auditing Clerks, including Bookkeepers, compute, classify and record numerical data to keep sets of financial records complete. They perform any combination of routine calculating, posting, and verifying duties to obtain primary financial data for use in maintaining accounting records. They may also check the accuracy of figures, calculations, and postings pertaining to business transactions recorded by other workers. Not included are individuals whose primary duty is operating special office machines.

Common titles used: Bookkeeper, Account Clerk, and Accountant

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 2,840 - very large
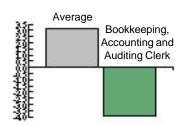
Projected Openings: 240
New: -110
Due to Separations: 350

Supply and Demand: Employers reported having a little difficulty finding both inexperienced and experienced applicants.

Employer Response: 15 employers supplied the data for this occupational profile.
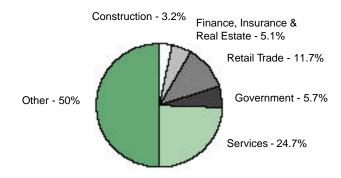
Trend Rate:

Average

Bookkeeping, Accounting and Auditing Clerk

Trend: The new job trend rate for Bookkeeping, Accounting, and Auditing Clerks is declining at -3.9% as compared to the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable over the next three years.

WHERE THE JOBS ARE:

- Construction - 3.2%
- Finance, Insurance & Real Estate - 5.1%
- Retail Trade - 11.7%
- Government - 5.7%
- Services - 24.7%
- Other - 50%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and most have either an associate or bachelor degree.

Experience: Most employers require work-related experience and do not allow training to substitute for experience.

New Skills:
- Computer skills
- Electronic information transfer

Very Important Skills:
- Operate 10-key adding machine by touch
- Use spreadsheet software
- Use word processing software
- Work under pressure
- Keep records
- Communicate effectively with the public

Employers stated the most common software utilized by Bookkeeping, Accounting and Auditing Clerks is Excel and Lotus. Peachtree, One-write Plus, Quick Books, AICPA'S ATB Write-up, Datatel, Great Plains, ELMS, WIND II, GMS Systems and MS Word were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 8.00 - 13.19	$ 9.00
Experience/New to Firm	$ 8.00 - 18.84	$12.00
3+ Yrs. Experience with Firm	$ 9.50 - 22.95	$14.38

Benefits:

Medical Insurance	100%
Dental Insurance	73%
Vision Insurance	60%
Life Insurance	73%
Paid Sick Leave	93%
Paid Vacation	100%
Retirement Plan	80%
Child Care Plan	0%

Other employer-specified benefits include holidays and cafeteria plans.

Employers from South County and Union firms report wages at the top end of wage range. The wage for an employee new to the firm with experience may be as high as $21 per hour. Of the positions reported, 12% were part-time and temporary positions accounted for 0%. Part-time employees generally do not receive benefits, however 20% of employers provide paid sick leave, vacation, retirement plan and medical and life insurance.

MUCH FASTER THAN AVERAGE

OES Code: 221720

Computer Engineers analyze data processing requirements to plan EDP systems to provide system capabilities required for projected work loads. They plan layout and installation of new systems or modification of existing systems. They may set up and control analog or hybrid computer systems to solve scientific and engineering problems.

Common titles used: System Engineer, Software Engineer, and Design Engineer

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 500 - large
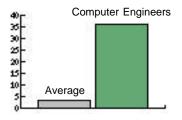
Projected Openings: 200
New: 180
Due to Separations: 20

Supply and Demand: Employers reported having a little difficulty finding inexperienced applicants and some difficulty finding experienced applicants.

Employer Response: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for Computer Engineers is 36% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to grow in the next three years.

WHERE THE JOBS ARE:

Other - 18.7%

Computer Related Services - 58.4%

Manufacturing - 22.9%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have a bachelor degree and some have a graduate degree.

Experience: Employers always require 36-60 months of work-related experience and do not substitute training for experience.

New Skills:
- Object-oriented programming
- Webpage, Internet skills
- Graphics
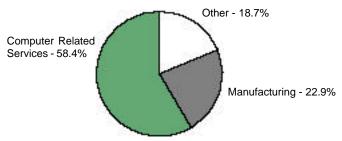- Open system environment

Very Important Skills:
- Write detailed technical instructions
- Analyze data to solve problems
- Be PC computer literate
- Work under pressure
- Interact well with others

Employers stated the most common software utilized by Computer Engineers is Internet, E-mail, Microsoft Networking, and Novell Networking. Access, Paradox, C/C++, Windows NT, Microsoft Office, Fortran, AOA, Unix, Windows 95 and Visual Fox Pro were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$10.23 - 20.14	$ 16.78
Experience/New to Firm	$12.79 - 23.97	$ 21.58
3+ Yrs. Experience with Firm	$17.05 - 30.00	$ 26.37

The wage reported for an employee with the firm for 3+ years may be as high as $45 per hour. Nearly all positions reported were full-time. Of the positions reported, 2% were part-time and temporary positions accounted for 4%. Part-time employees generally do not receive benefits.

Benefits:

Medical Insurance	100%
Dental Insurance	93%
Vision Insurance	53%
Life Insurance	93%
Paid Sick Leave	93%
Paid Vacation	93%
Retirement Plan	80%
Child Care	13%

Other employer-specified benefits include 401k plans.

REMAIN STABLE

OES Code: 251051

Computer Programmers convert symbolic statements of administrative data, business, scientific, engineering, and other technical problem formulations into detailed logical flow charts for coding into computer language. They develop and write computer programs to store, locate, and retrieve specific documents, data and information.

Common titles used: Programmer/Analyst, Software Analyst/Programmer/Engineer

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 700 - large
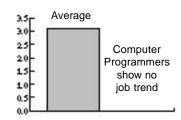
Projected Openings: 110
    New: 0
    Due to Separations: 110

Supply and Demand: Employers reported having a little difficulty finding inexperienced applicants and some difficulty finding experienced applicants.
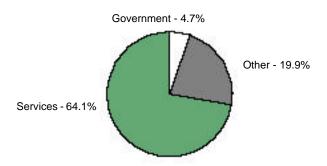
Empoyer Responses: 15 employers supplied the data for this occupational profile. Most participating employers are located in South County.

Trend Rate:

Average

Computer Programmers show no job trend

Trend: The new job trend rate for Computer Programmers is projected to remain stable at 0% change as compared to the average growth rate of 3.1% for jobs in the county. However, most employers in this study project employment in their firm to grow in the next three years.

WHERE THE JOBS ARE:

Government - 4.7%

Other - 19.9%

Services - 64.1%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that most recent hires have a bachelor degree.

Experience: Employers usually require 12- 48 months of work-related experience but most will substitute training for experience.

New Skills:
> Object-oriented design
> Windows programming
> Internet
> Windows NT
> Relational database programing

Very Imprtant Skills:
> Document computer procedures
> Write computer programs
> Edit computer programs
> Debug computer programs
> Communicate technical information

Employers stated the most common software utilized by Computer Programmers is Internet, Novell Networking, Microsoft Networking, Access and graphics. Foxpro, C, C++, Oracle, MS Office, and DBase were also reported.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$11.06 - 19.25	$15.82
Experience/New to Firm	$12.36 - 30.00	$19.18
3+Yrs. Experience with Firm	$16.39 - 31.17	$23.24

Benefits:

Medical Insurance	100%
Dental Insurance	86%
Vision Insurance	57%
Life Insurance	93%
Paid Sick Leave	100%
Paid Vacation	100%
Retirement Plan	79%
Child Care	7%

Union firms pay at top end of wage ranges. Of the positions reported, 4% were part-time and temporary positions accounted for 1%. Part-time employees generally do not receive benefits.

Other employer-specified benefits include tuition reimbursement, flexible benefits, credit union, and 401K.

MUCH FASTER THAN AVERAGE

OES Code: 660020

Dental Assistants assist the dentist at the chair by preparing patients and equipment, keeping records, and performing related duties as required.

Common titles used: Registered Dental Assistant, and Orthodontic Assistant

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 360 - medium
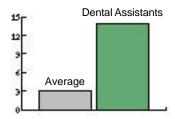
Projected Openings: 120
    New: 50
    Due to Separations: 70

Supply and Demand: Employers reported having some difficulty finding both inexperienced and experienced applicants.

Employer Responses: 15 employers supplied the data for this occupational profile.
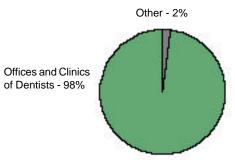
Trend Rate:

Dental Assistants

Average

Trend: The new job trend rate for Dental Assistants is 13.9% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Other - 2%

Offices and Clinics
of Dentists - 98%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and most have either an associate degree or some college course work (but not necessarily a degree).

New Skills:
Computers

Experience: Employers usually require 6-12 months of work-related experience and many will substitute training for experience.

Very Important Skills:
Operate dental radiographic equipment
Take impressions for diagnostic models
Follow verbal instructions
Assist with chairside procedures
Communicate effectively with the public

Only 13% of Dentists reported utilizing chairside computers, however 60% indicated they would use computers or automated systems in the near future.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 6.00 - 12.00	$ 8.25
Experience/New to Firm	$ 8.00 - 14.00	$10.00
3+ Yrs. Experience with Firm	$ 9.50 - 17.50	$13.00

Wages in South County are mostly higher than the median wage. A few employers commented that wages after three years with the firm could vary between $18.00 - $20.00. Of the positions reported, 24% were part-time and temporary positions accounted for 4%. Part-time employees generally do not receive benefits.

Benefits:

Medical Insurance	73%
Dental Insurance	47%
Vision Insurance	13%
Life Insurance	13%
Paid Sick Leave	67%
Paid Vacation	87%
Retirement Plan	47%
Child Care	13%

Other employer-specified benefits include free dental.

MUCH FASTER
THAN AVERAGE

OES Code: 410020

First Line Supervisors and Managers in Sales and Related Occupations directly supervise and coordinate activities of marketing, sales, and related workers. Working proprietors, in addition to their supervisory duties, may perform management functions, such as budgeting, accounting, marketing and personnel work.

Common titles used: Sales Manager, Store Manager, and Manager

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 1,640 - very large

Projected Openings: 380
New: 190
Due to Separations: 190

Supply and Demand: Employers reported having a little difficulty finding inexperienced applicants and some difficulty finding experienced applicants.

Employer Response: 15 employers supplied the data for this occupational profile.
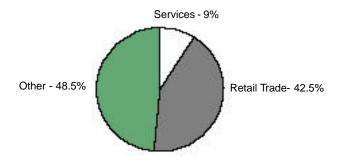
Trend Rate:

Sales Supervisor

Average

Trend: The new job trend rate for First Line Supervisors/ Managers - Sales is 11.6% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Services - 9%

Other - 48.5%

Retail Trade- 42.5%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and most have some college course work (but not necessarily a degree).

New Skills:
Computer skills
Hand-held computer

Experience: Employers usually require 6-12 months of work-related experience and most will substitute training for experience.

Very Important Skills:
Plan the work of others
Solve problems
Assign personnel
Deliver verbal presentations
Work under pressure
Communicate effectively with the public

Employers stated the most common software utilized by First Line Manager/Supervisors - Sales is Microsoft Word, Excel, and Wordperfect. Mica Accounting Series, Professional Write, a PC Cash Register, MIS, and KRONOS were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 6.00 -14.38	$ 8.00
Experience/New to Firm	$ 6.00 - 16.78	$11.00
3+Yrs. Experience with Firm	$ 8.00 - 19.18	$14.38

Benefits:

Medical Insurance	80%
Dental Insurance	67%
Vision Insurance	47%
Life Insurance	60%
Paid Sick Leave	80%
Paid Vacation	80%
Retirement Plan	47%
Child Care	7%

Union firms pay at top end of wage ranges. Other forms of compensation include commission based on sales and bonuses. Of the positions reported, 4% were part-time and temporary positions accounted for 0%. Part-time employees generally do not receive benefits.

Other employer-specified benefits include year-end bonuses and stock options.

AVERAGE

OES Code: 510020

First Line Clerical Manager/Supervisors directly supervise and coordinate activities of clerical and administrative support workers. They are generally found in smaller establishments where they perform both supervisory and management functions, such as accounting, marketing, and personnel work. Some Manager/Supervisors may also engage, in part, in the same clerical work as the workers they supervise.

Common titles used: Office Manager and Administrative Secretary

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 1,790 - very large
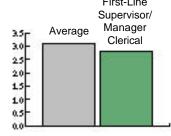
Projected Openings: 330
       New: 50
       Due to Seprations: 280

Supply and Demand: Employers reported having a little difficulty finding both inexperienced and experienced applicants.

Employer Response: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for First Line Supervisor/ Manager - Clerical is 2.8% which is average as compared to the 3.1% growth rate for jobs in the county. Most employers in this study project employment in this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Retail Trade - 7%

Government - 8.9%

Other - 42.5%

Finance, Insurance, & Real Estate - 12.9%

Services - 28.7%

EDUCATION, EXPERIENCE AND SKILLS
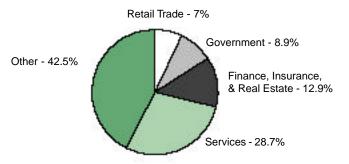
Education and Training: Employers report that all recent hires have completed high school or the equivalent and most have some college course work (but not necessarily a degree).

Experience: Employers always require 12-36 months of work-related experience and will not substitute training for experience.

New Skills:
- Computer skills
- Internet
- Video conferencing

Very Important Skills:
- Plan the work of others
- Keep records
- Assign personnel
- Work under pressure
- Communicate effectively with the public

Employers stated the most common software utilized by First Line Clerical Managers/Supervisors is Microsoft Word. Lotus, Excel, and FoxPro were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 5.75 - 22.35	$ 8.00
Experience/New to Firm	$ 8.00 - 22.35	$11.51
3+Yrs. Experience with Firm	$ 8.75 - 34.39	$12.95

Benefits:

Medical Insurance	100%
Dental Insurance	86%
Vision Insurance	57%
Life Insurance	71%
Paid Sick Leave	100%
Paid Vacation	100%
Retirement Plan	64%
Child Care	0%

South County employers and Union firms pay at top end of wage ranges. Other forms of compensation include a percentage of service and Christmas bonuses. No part-time employment was reported for this occupation.

Other employer-specified benefits include personal and paid holidays.

AVERAGE

OES Code: 553470

General Office Clerks perform a wide variety of tasks. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of bookkeeping, typing, stenography, office machine operation, and filing. Not included are individuals whose duties are narrowly defined.

Common titles used: Office Assistant, Receptionist, and Secretary

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 7,720 - very large
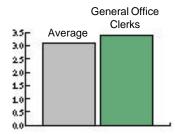
Projected Openings: 1240
　　　　New: 260
　　　　Due to Separations: 980

Supply and Demand: Employers reported having some difficulty finding both inexperienced and experienced applicants.

Employer Responses: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for General Office Clerks is 3.4% which is growing at an average rate as compared to 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable yet many project growth in their firms due to business expansion.

WHERE THE JOBS ARE:

Finance, Insurance, & Retail Estate - 2.3%

Retail Trade - 1.8%
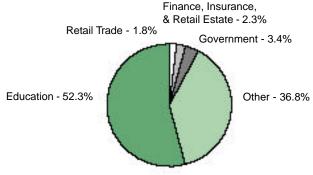
Government - 3.4%

Education - 52.3%

Other - 36.8%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report all recent hires have completed high school or the equivalent and most have college course work (but not necessarily a degree).

Experience: Employers sometimes require 6-12 months of work-related experience but many will substitute training for experience.

New Skills:
>   Word processing skills
>   Desktop publishing
>   International knowledge

Very Important Skills:
>   Keep records
>   Write effectively
>   Work under pressure
>   Follow instructions
>   Communicate effectively with the public

Employers stated the most common software utilized by General Office Clerks is Wordperfect, Excel, Microsoft Word, and Lotus. Pagemaker, One-write Plus, Print Shop, Access, CBSI, and Display Write were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 5.00 - 9.53	$ 7.00
Experience/New to Firm	$ 5.00 - 10.13	$ 8.00
3+Yrs. Experience with Firm	$ 6.00 - 14.00	$ 9.00

Union firms pay at top end of wage ranges. Of the positions reported, 16% were part-time and temporary positions accounted for 0%. Part-time employees generally do not receive benefits.

Benefits:

Medical Insurance	87%
Dental Insurance	53%
Vision Insurance	53%
Life Insurance	53%
Paid Sick Leave	73%
Paid Vacation	87%
Retirement Plan	40%
Child Care	0%

Other employer-specified benefits include hotel discounts and personal holidays.

MUCH FASTER THAN AVERAGE

OES Code: 273080

Human Service Workers assist Social Group Workers and Caseworkers with developing, organizing, and conducting programs to prevent and resolve problems relevant to substance abuse and human relationships. They provide services to families and clients where the nature of the problem, or relationship involved, is less complex or serious by helping them obtain information on the use of social and community related services. They may also recommend additional services. Not included are individuals who are Residential Counselors and Psychiatric Technicians.

Common titles used: Case Manager, Counselors and Medical Social Workers

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 170 - small
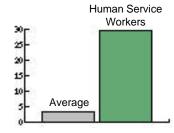
Projected Openings: 60
New: 50
Due to Separations: 10

Supply and Demand: Employers reported having some difficulty finding both inexperienced and experienced applicants.
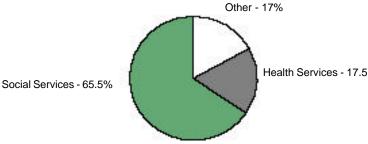
Employer Response: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for Human Service Workers is 29.4% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Other - 17%

Social Services - 65.5%

Health Services - 17.5

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and some have either a bachelor or graduate degree.

Experience: Employers always require 12-24 months of work-related experience and will sometimes substitute training for experience.

New Skills:
- Computer skills
- Mediation skills
- Intensified counseling skills

Very Important Skills:
- Keep records
- Exercise patience
- Interview others for information
- Communicate effectively
- Think logically
- Understand a variety of cultures

Employers stated that the most common software utilized by Human Service Workers is Microsoft Word and Excel. Lotus, Wordperfect and Paradox were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 6.00 - 17.50	$ 8.82
Experience/New to Firm	$ 6.50 - 18.50	$12.00
3+Yrs. Experience with Firm	$ 7.62 - 21.00	$13.00

Benefits:

Medical Insurance	100%
Dental Insurance	92%
Vision Insurance	62%
Life Insurance	92%
Paid Sick Leave	100%
Paid Vacation	100%
Retirement Plan	54%
Child Care	8%

South County employers and Union firms pay at top end of wage ranges. Of the positions reported, 23% were part-time and temporary positions accounted for 6%. Part-time employees generally do not receive benefits, however 77% of part-time employers provide paid sick leave and vacation, 62% provide medical, dental and life insurance and 38% provide a retirement plan.

Other employer-specified benefits include tuition reimbursements,an Employee Assistance Program and Section 125.

MUCH FASTER THAN AVERAGE

OES Code: 315211

Instructional Aides work under the direct supervision of classroom teachers to assist the teacher in instructional tasks, and activities involving games, sports, arts and crafts. They also do routine clerical tasks such as record keeping, maintaining classroom supplies, and operating office equipment. They may assist teachers with the instruction of mentally or physically handicapped pupils.

Common titles used: Teacher Assistant, Teacher Aide and Instructional Assistant

OCCUPATIONAL DEMAND AND PROJECTIONS
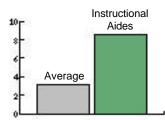
Size: 1,520 - very large

Projected Openings: 230
New: 130
Due to Separations: 100

Supply and Demand: Employers reported having a little difficulty finding both inexperienced and experienced applicants.

Employer Responses: 15 employers supplied the data for this occupational profile.
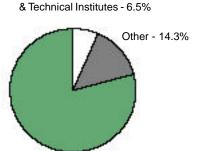
Trend Rate:

Trend: The new job trend rate for Instructional Aides is 8.6% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to grow in the next three years.

WHERE THE JOBS ARE:

Junior Colleges & Technical Institutes - 6.5%

Other - 14.3%

Elementary and Secondary Schools - 79.2%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and some have college course work (but not necessarily a degree).

Experience: Employers usually require 6 - 12 months of work-related experience but most will substitute training for experience.

New Skills:
  Computer literacy
  Technology
  Parent communication
  Desktop publishing
  Interpretive reading

Very Important Skills:
  Understand a variety of cultures
  Handle crisis situations
  Exercise patience
  Follow instructions
  Communicate effectively

Employers stated the most common software utilized by Instructional Aides is Microsoft Word. Excel, Wordperfect, Lotus, and Quicken were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 5.00 - 10.31	$ 7.00
Experience/New to Firm	$ 5.50 - 11.99	$ 7.80
3+ Yrs. Experience with Firm	$ 6.00 - 14.31	$ 8.99

Benefits:

Medical Insurance	83%
Dental Insurance	75%
Vision Insurance	50%
Life Insurance	75%
Paid Sick Leave	75%
Paid Vacation:	67%
Retirement Plan	58%
Child Care	8%

Other employer-specified benefits include a cafeteria plan.

Union firms pay at top end of wage ranges experience/new to firm and 3+ years experience. Of the positions reported, 76% were part-time and temporary positions accounted for 3%. Part-time employees generally do not receive benefits, however 33% of part-time employees receive a retirement plan.

MUCH FASTER THAN AVERAGE

OES Code: 851320

Maintenance Repairers perform work involving two or more maintenance skills to keep the machines, mechanical equipment, and/or structure of an establishment in repair. This occupation is generally found in a small establishment where specialization in maintenance work is impractical. Their duties may involve pipefitting, boilermaking, insulating, welding, machining, machine and equipment repairing, carpentry, and electrical work, as well as planning and laying out of work relating to repairs; repairing electrical and/or mechanical equipment; installing, aligning and balancing new equipment; and repairing buildings, floors or stairs.

Common titles used: Maintenance Personnel/Worker

OCCUPATIONAL DEMAND AND PROJECTIONS
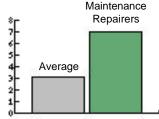
Size: 1,430 - very large

Projected Openings: 260
New: 100
Due to Separations: 160
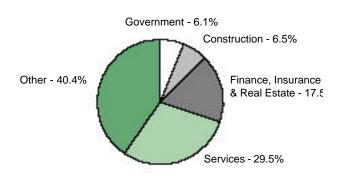
Supply and Demand: Employers reported having a little difficulty finding both inexperienced and experienced applicants.

Employer Response: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for Maintenance Repairers is 7.0% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Government - 6.1%

Construction - 6.5%

Other - 40.4%

Finance, Insurance & Real Estate - 17.5

Services - 29.5%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that most recent hires have less than a High School Diploma but some have completed high school or the equivalent.

Experience: Employers always require 6-12 months of work-related experience and will sometimes substitute training for experience.

New Skills:
    Computer skills
    Communication skills

Very Important Skills:
    Operate power hand tools
    Perform carpentry
    Perform electrical repair
    Perform plumbing repair
    Communicate effectively with the public

Nearly all employers stated that Maintenance Repairers do not utilize software, but Mfg Pro was mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN	UNION RANGE	UNION MEDIAN
Entry Level/No Experience	$ 4.25 - 8.00	$ 7.00	$ 5.00 - 5.00	$ 5.00
Experience/New to Firm	$ 4.25 - 15.00	$ 8.16	$ 5.00 - 13.49	$ 11.61
3+Yrs. Experience with Firm	$ 6.00 - 21.00	$12.08	$ 6.00 - 15.66	$ 13.13

Union wages were provided by 27% of reporting employers. South County employers and Union firms pay at top end of wage ranges. Of the positions reported, 3% were part-time and temporary positions accounted for 22%. Part-time employees generally do not receive benefits, however 29% of part-time employees receive paid sick leave and vacation.

Benefits:

Medical Insurance	93%
Dental Insurance	71%
Vision Insurance	36%
Life Insurance	57%
Paid Sick Leave	86%
Paid Vacation	93%
Retirement Plan	86%
Child Care	0%

Other employer-specified benefits include a cafeteria plan.

MUCH FASTER THAN AVERAGE

OES Code: 660050

Medical Assistants perform various duties under the direction of physicians in the examination and treatment of patients. They prepare treatment rooms, inventory supplies and instruments, and set up patients for attention of physician, handing instruments and materials to physician as directed. They may schedule appointments, keep medical records, or perform other clerical duties.

Common titles used: Back Office Assistant and Chiropractic Assistant

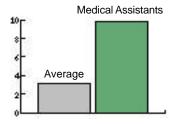# OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 410 - medium

Projected Openings: 80
New: 40
Due to Separations: 40

Supply and Demand: Employers reported having a little difficulty finding inexperienced applicants and some difficulty finding experienced applicants.

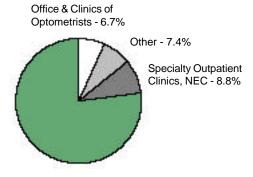**Employer Response:** 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for Medical Assistants is 9.8% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Office & Clinics of Optometrists - 6.7%

Other - 7.4%

Specialty Outpatient Clinics, NEC - 8.8%

Office & Clinics of Medical Doctors - 77.1%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and most have some college course work (but not necessarily a degree).

Experience: Employers sometimes require 6-12 months of work-related experience and most will substitute training for experience.

New Skills:
Computer knowledge
Ability to learn software
Venipuncture/Injections
HIV counseling

Very Important Skills:
Keep medical records
Exercise patience
Handle crisis situation
Follow instructions
Communicate effectively

Employers stated the most common software utilized by Medical Assistants is Microsoft Word, Excel, and Wordperfect. Data Medic Medical Billing, Cougar Mtn., Raintree, QSI Medical Program, Paceart, Pacemaker, Medtec and Unix were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN	UNION RANGE	UNION MEDIAN
Entry Level/No Experience	$ 5.00 - 10.00	$ 7.72	$ 5.00 - 10.46	$ 7.73
Experience/New to Firm	$ 5.94 - 11.07	$ 8.33	$ 8.00 - 11.56	$ 9.51
3+Yrs. Experience with Firm	$ 7.00 - 13.93	$10.78	$ 9.00 - 12.77	$10.22

Employers from South County report wages at the top end of the wage ranges. Union wages were provided by 20% of participating employers. Of the positions reported, 22% were part-time and temporary positions accounted for 9%. Part-time employees generally do not receive benefits, however 33% of part-time employers provide paid sick leave and vacation and 27% provide medical insurance.

Benefits:

Medical Insurance	100%
Dental Insurance	53%
Vision Insurance	40%
Life Insurance	53%
Paid Sick Leave	93%
Paid Vacation	100%
Retirement Plan	60%
Child Care	20%

Other employer-specified benefits include an Employee Assistance Program.

MUCH FASTER THAN AVERAGE

OES Code: 660080

Nurse Aides work under the direction of nursing or medical staff to provide auxiliary services in the care of patients. They perform duties such as answering patients' call bells, serving and collecting food trays, and feeding patients. Nurse Aides may be called Assistants, Attendants, or Orderlies. Orderlies are primarily concerned with the care of male patients, setting up equipment, and relieving nurses of heavier work. Not included are Psychiatric Aides and Home Health Aides.

Common titles used: Certified Nursing Assistant/Aide and Home Health Aide

OCCUPATIONAL
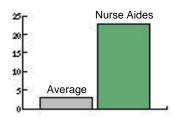# DEMAND AND PROJECTIONS

Size: 790 - large

Projected Openings: 80
    New: 40
    Due to Separations: 40

Supply and Demand: Employers reported having a little difficulty finding inexperienced applicants and some difficulty finding experienced applicants.
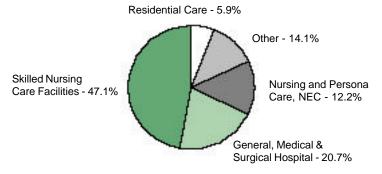
Employer Response: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for Nurse Aides is 22.8% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Residential Care - 5.9%

Other - 14.1%

Skilled Nursing
Care Facilities - 47.1%

Nursing and Persona
Care, NEC - 12.2%

General, Medical &
Surgical Hospital - 20.7%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that almost all recent hires have completed high school or the equivalent and some have college course work (but not necessarily a degree).

New Skills:
> Phlebotomy
> EKG's
> Secretarial/Computer skills
> Bilingual - Spanish
> Skills training of clients

Experience: Not all employers require 2-12 months of work-related experience and most will substitute training for experience.

Very Important Skills:
> Provide personal services to patients
> Use transfer techniques moving patients
> Exercise patience
> Handle crisis situation
> Follow instructions
> Communicate effectively

Most employers reported that Nurse Aides generally do not use computers, however Microsoft Word and HBOC Hospital Information Systems were mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 5.00 - 7.30	$ 6.16
Experience/New to Firm	$ 5.00 - 10.16	$ 7.00
3+Yrs. Experience with Firm	$ 5.90 - 12.53	$ 7.66

Union firms pay top end of wage ranges. The entry wage for a new employee with experience can be as high as $12.78 per hour and $14.39 for an employee with the firm for 3 years. Of the positions reported, 20% were part-time and temporary positions accounted for 13%. Part-time employees generally do not receive benefits, however 40% of employers provide paid sick leave and vacation while 20% offer medical, dental and vision insurance.

Benefits:

Medical Insurance	87%
Dental Insurance	80%
Vision Insurance	53%
Life Insurance	53%
Paid Sick Leave	60%
Paid Vacation	87%
Retirement Plan	53%
Child Care	13%

Other employer-specified benefits include paid holidays and cafeteria plans.

MUCH FASTER
THAN AVERAGE

OES Code: 283050

Paralegal Personnel assist lawyers by doing research in the preparation of lawsuits and/or legal documents as a career professional, usually having either a four-year college degree or a degree from an institute specializing in the paralegal profession. They may gather research data for use as evidence to formulate a defense or to initiate legal action.

Common title used: Legal Assistant

OCCUPATIONAL
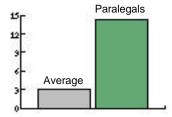## DEMAND AND PROJECTIONS

Size: 70 - small

Projected Openings: 10
New: 10
Due to Separations: 0

Supply and Demand: Employers reported having some difficulty finding inexperienced applicants and a little difficulty finding experienced applicants.

Employer Response: 15 employers supplied the data for this occupational profile.
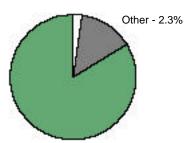
Trend Rate:

Paralegals

Average

Trend: The new job trend rate for Paralegal Personnel is 14.3% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Many employers in this study project employment for this occupation to grow in the next three years.

WHERE THE JOBS ARE:

Public Administration - 14.1%

Other - 2.3%

Legal Services - 84.6%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and almost all have a bachelor degree.

New Skills:
>   On-line computer research
>   Document management

Experience: Employers always require 12-36 months of work-related experience and many will not substitute training for experience.

Very Important Skills:
>   Write effectively
>   Work independently
>   Understand legal terms
>   Work under pressure
>   Read and comprehend information quickly

Employers stated the most common software utilized by Paralegal Personnel is Wordperfect and Microsoft Word. Lotus, Profroma, Powerpoint, Excel, MANAC, Abacus, Lexis, Jurosoft, Westlaw and Nexis Legal Research were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 8.00 - 14.38	$10.18
Experience/New to Firm	$ 9.21 - 22.06	$14.67
3+ Yrs. Experience with Firm	$10.93 - 24.55	$16.97

Benefits:

Medical Insurance	87%
Dental Insurance	53%
Vision Insurance	20%
Life Insurance	67%
Paid Sick Leave	93%
Paid Vacation	93%
Retirement Plan	87%
Child Care	7%

South County firms pay at top end of wage ranges. Of the positions reported, 22% were part-time and temporary positions accounted for 0%. Part-time employees generally do not receive benefits, however 20% of employers provide paid sick leave.

Other employer-specified benefits include long-term disability and sabbaticals.

FASTER THAN AVERAGE

OES Code: 553050

Receptionists and Information Clerks answer inquiries and obtain information for the general public (customers, visitors, and other interested parties) concerning activities conducted at an establishment, such as the location of offices or persons within the firm, departments within the store, or services within the hotel. They may perform a variety of other clerical duties. Not included are individuals who primarily operate switchboards.

Common titles used: Front Desk Clerk, Greeter, and Front Office Coordinator

OCCUPATIONAL DEMAND AND PROJECTIONS
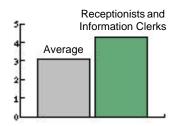
Size: 1,640 - very large

Projected Openings: 270
New: 70
Due to Separations: 200

Supply and Demand: Employers reported having a little difficulty finding both inexperienced and experienced applicants.
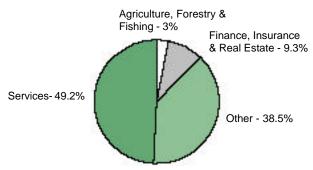
Employer Response: 15 employers supplied the data for this occupational profile.

Trend Rate:

Receptionists and Information Clerks / Average

Trend: The new job trend rate for Receptionists and Information Clerks is 4.3% which is growing faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Agriculture, Forestry & Fishing - 3%

Finance, Insurance & Real Estate - 9.3%

Services- 49.2%

Other - 38.5%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and most have college course work (but not necessarily a degree).

New Skills:
Computer skills

Experience: Many employers require work-related experience but will sometimes substitute training for experience.

Very Important Skills:
Use database software
Work under pressure
Exercise patience
Follow instructions
Communicate effectively with the public

Employers stated the most common software utilized by Receptionists is Microsoft Word, Wordperfect and Excel. Lotus, Filemaker Pro and Ami Pro were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 5.00 - 8.50	$ 7.10
Experience/New to Firm	$ 5.25 - 11.00	$ 7.62
3+ Yrs. Experience with Firm	$ 6.00 - 14.00	$ 9.40

Employers from South County and Union firms pay at top end of wage ranges. The average hours worked per week is 28 hours. Of the positions reported, 28% were part-time and temporary positions accounted for 16%. Part-time employees generally do not receive a benefits package, however 20% of employers provide medical and dental insurance and a retirement plan. 33% of part-time employees receive paid sick leave and vacation.

Benefits:

Medical Insurance	73%
Dental Insurance	73%
Vision Insurance	33%
Life Insurance	53%
Paid Sick Leave	73%
Paid Vacation	87%
Retirement Plan	60%
Child Care	7%

Other employer-specified benefits include paid holidays and discount travel.

MUCH FASTER THAN AVERAGE

OES Code: 490112

Retail Salespersons sell a variety of merchandise to the public. They assist the customer in making the right selections, obtain or receive the merchandise, total the bill, receive the payment in cash or by check or credit card, operate a cash register, and make change for the customer. They may stock shelves and set up advertising displays. Not included are workers who work primarily as Cashiers.

Common titles used: Sales Associate and Customer Service Associate

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 5,660 - very large

Projected Openings: 1,970
    New: 510
    Due to Separations: 1,460

Supply and Demand: Employers reported having a little difficulty finding inexperienced applicants and some difficulty finding experienced applicants.
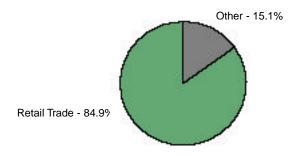
Employer Responses: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for Salespersons is 9.0% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable in the next three years.

WHERE THE JOBS ARE:

Other - 15.1%

Retail Trade - 84.9%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and some have college course work (but not necessarily a degree).

New Skills:
> Networking
> Customer service skills
> Managing information systems

Experience: Employers sometimes require 6-12 months of work-related experience but almost all will substitute training for experience.

Very Important Skills:
> Operate a cash register
> Provide customer service
> Maintain a professional appearance
> Demonstrate specific product knowledge
> Communicate effectively with the public

Many employers stated that Salespersons generally do not utilize software, however of those who reported using computers the most common software is E-mail, Microsoft Word and Wordperfect.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 4.25 - 6.50	$ 5.13
Experience/New to Firm	$ 4.25 - 7.00	$ 5.50
3+Yrs. Experience with Firm	$ 5.00 - 9.00	$ 7.25

Minimum wage was $4.25 during the data collection period. The wage for an employee new to the firm with experience may be as high as $8 per hour and after 3 years with the same firm $11.35. Of the positions reported, 63% were part-time and temporary positions accounted for 12%. Part-time employees generally do not receive benefits, however 45% of part-time employees receive paid sick leave and vacation and 36% receive medical insurance.

Benefits:

Medical Insurance	82%
Dental Insurance	55%
Vision Insurance	36%
Life Insurance	45%
Paid Sick Leave	64%
Paid Vacation	82%
Retirement Plan	55%
Child Care	0%

Other employer-specified benefits include personal accident insurance and stock purchase plans.

DECLINING

OES Code: 551080

Secretaries relieve officials of clerical work and minor administrative and business detail by scheduling appointments, giving information to callers, taking dictation, composing and typing routine correspondence, reading and routing incoming mail, and filing correspondence and other records. They may perform various other assigned clerical duties. Not included are Medical and Legal Secretaries.

Common titles used: Administrative Assistant, Administrative/Executive Secretary

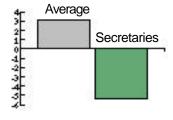# OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 3,020 - very large

Projected Openings: 290
- New: -160
- Due to Separations: 450

Supply and Demand: Employers reported having a little difficulty finding both inexperienced and experienced applicants.
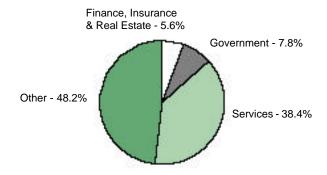
Employer Response: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for Secretaries is declining at -5.6% as compared to the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Finance, Insurance & Real Estate - 5.6%

Government - 7.8%

Other - 48.2%

Services - 38.4%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and some have either a bachelor degree or college course work (but not necessarily a degree).

New Skills:
Computer skills

Experience: Employers usually require 6-12 months of work-related experience and most will substitute training for experience.

Very Important Skills:
Proofread
Use word processing software
Work under pressure
Follow instructions
Communicate effectively with the public

Employers stated the most common software utilized by Secretaries is Microsoft Word, Excel, and Wordperfect. Lotus, FoxPro, Filemaker Pro, Pagemaker, Yardi, and Calendar Plus were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 5.00 - 10.55	$ 7.50
Experience/New to Firm	$ 6.00 - 13.23	$10.00
3+Yrs. Experience with Firm	$ 7.00 - 16.00	$11.00

Benefits:

Medical Insurance	93%
Dental Insurance	47%
Vision Insurance	27%
Life Insurance	47%
Paid Sick Leave	80%
Paid Vacation	80%
Retirement Plan	47%
Child Care	7%

South County employers and Union firms pay at top end of wage range. Of the positions reported, 12% were part-time and temporary positions accounted for 0%. Part-time employees generally do not receive benefits, however 20% of part-time employees receive paid sick leave, vacation and a retirement plan.

Other employer-specified benefits include a cafeteria plan, paid holidays, and a tax sheltered annuity.

MUCH FASTER THAN AVERAGE

OES Code: 250120

Systems Analysts, Electronic Data Processing, analyze business, scientific, and technical problems for application to electronic data processing systems. Not included are persons working primarily as engineers, mathematicians, programmers, or scientists.

Common titles used: System Administrator

OCCUPATIONAL DEMAND AND PROJECTIONS
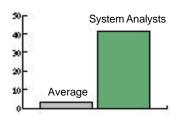
Size: 510 - large

Projected Openings: 230
New: 210
Due to Separations: 20

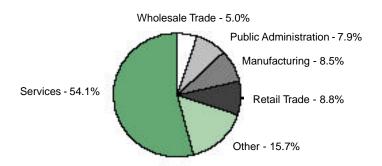**Supply and Demand:** Employers reported having some difficulty finding both inexperienced and experienced applicants.

Employer Response: 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: The new job trend rate for Systems Analysts is 41.2% which is growing much faster than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment for this occupation to remain stable for the next three years.

WHERE THE JOBS ARE:

Wholesale Trade - 5.0%
Public Administration - 7.9%
Manufacturing - 8.5%
Retail Trade - 8.8%
Other - 15.7%
Services - 54.1%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and most have a bachelor degree.

New Skills:
> Internet
> Network administration/maintenance
> Relational database management

Experience: Employers always require 6-60 months of work-related experience and most will not substitute training for experience.

Very Important Skills:
> Use business applications software
> Set-up multi-user systems
> Maintain multi-user systems
> Write effectively
> Communicate technical information

Employers stated the most common software utilized by Systems Analysts is Novell Networking, E-mail, Access and Internet. Microsoft Networking, Paradox, Wordperfect, Lotus, and MS Office were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN	UNION RANGE	UNION MEDIAN
Entry Level/No Experience	$ 9.11 - 16.78	$12.47	$12.00 - 21.59	$19.52
Experience/New to Firm	$ 12.09 - 24.93	$15.34	$12.00 - 23.59	$19.65
3+Yrs. Experience with Firm	$ 14.00 - 28.77	$23.01	$14.00 - 26.07	$22.15

Union wages were reported by 27% of employers. Union firms pay at top end of wage ranges for entry level/no experience and experience/new to firm. Of the positions reported, 1% were part-time and temporary positions accounted for 4%. Part-time employees generally do not receive benefits.

Benefits:

Medical Insurance	100%
Dental Insurance	80%
Vision Insurance	53%
Life Insurance	80%
Paid Sick Leave	87%
Paid Vacation	100%
Retirement Plan	87%
Child Care	13%

Other employer-specified benefits include profit sharing, deferred compensation and long-term disability.

SLOWER THAN AVERAGE

OES Code: 580280

Traffic, Shipping, and Receiving Clerks verify and keep records on incoming and outgoing shipments and prepare items for shipment. Duties include assembling, addressing stamping, and shipping merchandise or material; receiving, unpacking, verifying, and recording incoming merchandise or material; and arranging for the transportation of products. Not included are Stock Clerks, and workers whose primary duties involve weighing and checking.

Common titles used: Shipping Clerk and Shipping/Receiving Clerk

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: 1,000 - very large

Projected Openings: 110
New: 20
Due to Separations: 90

Supply and Demand: Employers reported having some difficulty finding inexperienced applicants and a little difficulty finding experienced applicants.
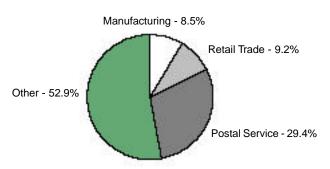
Employers Response: 15 employers supplied the data for this occupations profile.

Trend Rate:

Trend: The new job trend rate for Traffic, Shipping and Receiving Clerks is 2.0% which is growing slower than the average growth rate of 3.1% for jobs in the county. Most employers in this study project employment to grow in the next three years.

WHERE THE JOBS ARE:

Manufacturing - 8.5%

Retail Trade - 9.2%

Other - 52.9%

Postal Service - 29.4%

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that all recent hires have completed high school or the equivalent and many have a bachelor degree.

Experience: Employers usually require 6-24 months of work-related experience but most will substitute training for experience.

New Skills:

Knowledge of ISO 9000 quality procedures
Data entry skills
Computerized shipment tracking
Bar code scanner operation

Very Important Skills:

Keep records
Arrange transportation of products
Prepare items for shipping
Work under pressure
Stand continuously for 2 or more hours

Employers stated the most common software utilized by Traffic, Shipping and Receiving Clerks is Microsoft Word, FedEx, Lotus, and E-mail. Peachtree, UPS Shipping, Mfg Pro and Professional Write were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 5.85 - 9.00	$ 6.50
Experience/New to Firm	$ 5.85 - 11.50	$ 7.00
3+ Yrs. Experience with Firm	$ 8.00 - 13.00	$10.00

Of the positions reported, 6% were part-time and temporary positions accounted for 10%. Part-time employees generally do not receive benefits.

Benefits:

Medical Insurance	100%
Dental Insurance	67%
Vision Insurance	40%
Life Insurance	53%
Paid Sick Leave	80%
Paid Vacation	93%
Retirement Plan	47%
Child Care	7%

Other employer-specified benefits include accrued paid leave and a stock purchase plan.

MUCH FASTER THAN AVERAGE

OES Code: 979382999

Desktop Publishing - Graphic Designers use desktop publishing software to lay out pages, select size and style of type, and enter text and graphics into computer to produce printed materials, such as advertisements, brochures, newsletters, and forms, applying knowledge of graphic arts techniques and typesetting.

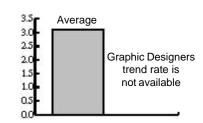**Common titles used: Graphic Art Designer**

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: Not available

Projected Openings: Not available

Supply and Demand: Employers reported having a little difficulty finding inexperienced applicants and some difficulty finding experienced applicants.

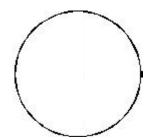**Employer Response:** 15 employers supplied the data for this occupational profile.

Trend Rate:

Graphic Designers trend rate is not available

Trend: The new job trend rate for Graphic Designers is unavailable. Most employers in this study project employment to grow in the next three years.

WHERE THE JOBS ARE:

Industry Information is not available

EDUCATION, EXPERIENCE AND SKILLS

Education and Training: Employers report that most recent hires have completed high school or the equivalent and most have a bachelor degree.

New Skills:
Database management
Internet
Web publishing

Experience: Not all employers require 2-12 months of work-related experience and most will substitute training for experience.

Very Important Skills:
Work under pressure
Create camera-ready artwork
Communicate effectively
Write effectively
Understand printing techniques

Employers stated the most common software utilized by Graphic Designers is Adobe Illustrator, Pagemaker and Freehand. Corel Draw, Microsoft Publisher, Quark Express and Adobe Photoshop were also mentioned.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$ 6.00 - 11.51	$ 8.00
Experience/New to Firm	$ 8.00 - 14.38	$10.00
3+ Yrs. Experience with Firm	$10.00 - 20.19	$14.00

Benefits:

Medical Insurance	93%
Dental Insurance	64%
Vision Insurance	36%
Life Insurance	50%
Paid Sick Leave	79%
Paid Vacation	93%
Retirement Plan	36%
Child Care	7%

Of the positions reported, 18% were part-time and temporary positions accounted for 2%. Part-time employees generally do not receive benefits.

Other employer-specified benefits include an open lunch room.

MUCH FASTER THAN AVERAGE

OES Code: 031262998

Local Area Network (LAN) Managers determine how to integrate a department's specific needs into the overall system, maintaining the internal network of PCs, workstations, printers, scanners and databases. They direct the firm's computer environment, including computer hardware systems, applications software, and all configurations. They make recommendations regarding the purchase of equipment and report the fiscal impact to company managers. They also monitor data communications networks to ensure that networks are available to all system users and resolve data communications problems.

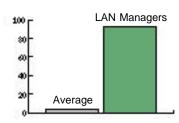Common titles used: LAN Administrator, Network Manager, and Systems Manager

OCCUPATIONAL DEMAND AND PROJECTIONS

Size: Not Available

Projected Openings: Not Available

Supply and Demand: Employers reported having no difficulty finding inexperienced applicants and some difficulty finding experienced applicants.

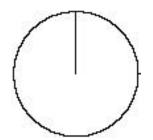**Employer Response:** 15 employers supplied the data for this occupational profile.

Trend Rate:

Trend: For California, LAN managers are expected to grow 92.7% by 2005. Trend projections are unavailable for LAN Managers in Santa Barbara County due to it being an emerging occupation. Most employers in this study project LAN Manager employment with their firm to remain stable for the next three years. Some employers project employment growth due to company growth.

WHERE THE JOBS ARE:

EDUCATION, EXPERIENCE AND SKILLS

Education: Employers report that all recent hires have some college course work (but not necessarily a degree) while most have a bachelor degree.

Experience: Employers always require work-related experience and most do not allow training to substitute for experience.

New Skills:
    Internet proficiency
    Multimedia use

Very Important Skills:
    Troubleshooting operating systems
    Make purchase recommendations
    Present analysis of data
    Communicate technical information

Employers stated the most common software utilized is Novell Networking, E-mail, Internet, Microsoft Networking, and Access. Ethernet, MS-DOS, and UNIX were also reported.

WAGES AND BENEFITS

	RANGE	MEDIAN
Entry Level/No Experience	$13.51 - 14.05	$13.78
Experience/New to Firm	$ 8.63 - 21.58	$15.82
3+Yrs. Experience with Firm	$12.27 - 24.32	$18.56

Benefits:

Medical Insurance	100%
Dental Insurance	93%
Vision Insurance	60%
Life Insurance	80%
Paid Sick Leave	100%
Paid Vacation	100%
Retirement Plan	87%
Child Care	13%

Union firms pay at top end of wage ranges. Some employers reported 50 hours a week is the average amount of hours worked by a full-time employee. No part-time positions were reported.

Other employer-specified benefits include holiday pay and long term disability.

STATEMENT OF PROGRAM METHOD

The following describes the process followed to complete this study, and the respective roles of the JTN and the EDD/LMID:

I. OCCUPATIONAL SELECTION

Representatives from the private and public sectors, educational institutions and vocational counselors were invited to community meetings held in March, 1996. Participants were introduced to the CCOIS Program by JTN and EDD/LMID staff, and were asked to help select the 20 occupations for study in 1996. The primary objective was to select occupations which were of the most interest to the potential users of this publication. Certain limitations were applied to facilitate research in this first year of the program. As a result, selection tended to focus on the larger, commonly known occupations, rather than small, highly specialized ones.

Participants in the community occupation selection meeting were provided the following criteria to assist with their selections:

◆The occupation has a substantial employment base in the county.

◆There is a substantial number of projected job openings in the county.

◆Most of the occupations require training of two years or less for entry.

Some of the selected occupations failed to meet the above-listed criteria, but were selected based on community interest.

EDD/LMID reviewed and approved the final list of occupations for study, and verified the correct definition for each occupation.

II. DEFINITION OF THE OCCUPATION

The definition of each occupation are as found in the Occupational Employment Statistics (OES) Dictionary published by the U.S. Department of Labor. These definitions define the activities and function of the worker. OES definitions are broad to capture a wide range of specialties within an occupation, but clear enough for use in research. The OES definitions are used by LMID to produce projection for employment (occupational estimates of size, growth and separation).

III. RESEARCH METHODS

The EDD/LMID 1996 Updates, Projections and Planning Information for Santa Barbara County, Occupational Employment Projections Table 6 is the main source of data which the Job Training Network used to estimate increases in job opportunities, one of the selection criteria discussed previously.

LMID's other major responsibilities included questionnaire design (Appendix B, "Sample Questionnaires"), generation of a representative employer sample for each occupation, and the computerized tabulation of results using software developed specifically for the project. LMID also provided training, oversight and consultative support.

The Santa Barbara County Job Training Network planned the timelines for the study, and in addition to selection of the study occupations, engaged in the actual work of administering the survey (with mail-out questionnaire and telephone follow-up). The Job Training Network also provided data entry for subsequent tabulation, and final written analysis and information dissemination.

Relevant sections of this report provide an overview of the criteria used in selecting occupations and procedures used in undertaking the study. The following is a more detailed description of the research methodology used.

Employer Survey Sample Selection

Because employers from a variety of different industries may hire persons in any given occupation, every attempt has been made to draw an employer sample representative of the industries employing workers in each study occupation.

Industries are classified by the Standard Industrial Classification Manual. An industry is a title for a group of firms that produce similar goods and services. An industry title represents the economic activity in which a firm is engaged.

LMID staff, using detailed data bases on employers and occupational staffing within industries, chose a representative sample of employers for each study occupation. For example, registered nurses work in general medical and surgical hospitals, but they may also work in physician's offices and skilled nursing facilities, and the

sample for this occupation was drawn accordingly. The employer samples drawn were carefully reviewed by the program coordinator who added and deleted employers as appropriate, to obtain balanced samples of forty employers for most occupations.

IV. QUESTIONNAIRE DEVELOPMENT

Separate employer questionnaires were developed for each of the occupations in the study. LMID developed a framework of standardized questions to be asked which were included on each questionnaire. Additional occupation-specific questions were added to the two page questionnaire provided by LMID in the form of a third page. The third page was developed locally by Job Training Network staff in an effort to collect data that would enhance this report. Of the information collected, the skills and software information was the most measurable in terms of providing job seekers with additional useful information about each occupation.

V. SURVEY PROCEDURE

The program coordinator began by attempting to obtain correct phone numbers and addresses for each employer in the sample for each occupation. City telephone directories for each of the calling areas in Santa Barbara County were used for this purpose. Once this process was complete, questionnaires were mailed at the rate of three to five occupations per week in order to allow for timely follow-up by telephone.

Returned questionnaires were checked by the program coordinator for completeness and accuracy. Employers returning incomplete or potentially inaccurate questionnaires were contacted by phone to clarify information prior to data entry.

A forty percent rate of return of complete and accurate questionnaires was set as an employer "response goal". In cases where a minimum forty percent return could not be obtained in a reasonable time with the finalized list of up to forty employers, additional employers not in the original sample could be identified, substituted for employers originally in the sample, and contacted through the above procedures. Job Training Network staff used their own knowledge of local firms as another source to identify substitute employers.

VI. TABULATION AND RESULTS

Survey responses were entered into a data base and complete tabulations were prepared by the program coordinator who reviewed and analyzed the tabulations. Summaries were prepared for each occupation based upon the study results. Each occupational summary provides information on training and hiring requirements, size of the occupation, employment trends, supply/demand assessments, wages and fringe benefits, and other information. Information for specific employers is confidential, with only aggregate results being published.

VII. DISSEMINATION

The Job Training Network will hold meetings during the first quarter of 1997 to disseminate this report and select 20 new occupations to study in 1997. The Job Training Network will invite representatives from the many user groups of Labor Market Information to this meeting. Additional copies of the report will be distributed to various organizations such as schools, economic development organizations, libraries, and other CCOIS participants in the state. The Job Training Network will also distribute copies to users upon request throughout the year.